

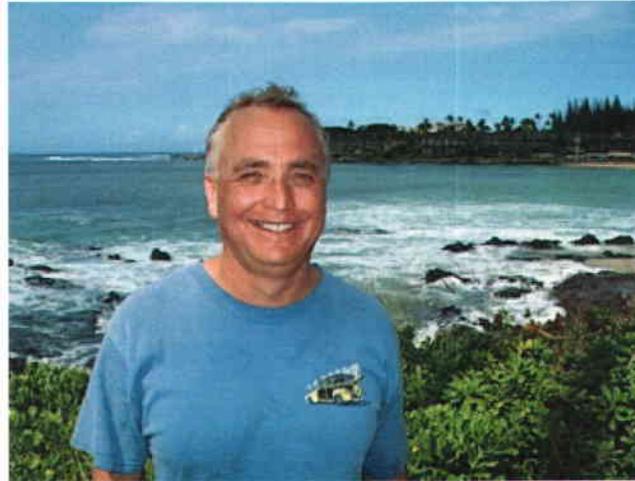
SANTA CRUZ COUNTY 2011 CROP REPORT

Grown in Santa Cruz County & The Pajaro Valley 🍎 🍓



By Grace Bowman, 6th grade Bradley School
[2011 National Ag Day winning poster](#)

THIS YEAR'S CROP REPORT IS DEDICATED TO
KENNETH HARVEY CORBISHLEY
1961 - 2012



On May 16, 2012, agriculture lost a dear friend and advocate. Ken began his career in 1987, working in weights and measures programs in Santa Clara and Stanislaus Counties. He served in agricultural programs in Monterey County from 1997 until 2006. Ken was the Santa Cruz County Agricultural Commissioner from 2006 until 2011. Ken responded to a wide variety of threats to our County's agriculture, including invasive species such as the light brown apple moth, pesticide use issues, and food safety product recalls. His professionalism, knowledge, and fairness earned him the respect of all those who were fortunate enough to interact with him. Ken loved serving Santa Cruz County and would always be the last one to leave the office, often working into the evening and late at night to respond to emergency situations. He was always dedicated and willing to listen to any growers who would come to see him.

County of Santa Cruz



OFFICE OF THE AGRICULTURAL COMMISSIONER

MARY LOU NICOLETTI
AGRICULTURAL COMMISSIONER
SEALER OF WEIGHTS AND MEASURES
DIRECTOR, MOSQUITO AND VECTOR CONTROL

Karen Ross, Secretary, California Department of Food and Agriculture
And

The Honorable Board of Supervisors of the County of Santa Cruz
John Leopold, Chairperson and Supervisor of the 1st District
Ellen Pirie, Supervisor of the 2nd District
Neal Coonerty, Supervisor of the 3rd District
Greg Caput, Supervisor of the 4th District
Mark Stone, Supervisor of the 5th District

In accordance with the provisions of California Food and Agricultural Code Sections 2272 and 2279, I am pleased to present the 2011 Santa Cruz County Agricultural Crop and Livestock Report.

Information presented in this report was gathered from a variety of sources including producers, packinghouses, shippers, marketing boards and grower organizations. My appreciation goes to those that provided production information, and to my staff for compiling and analyzing production data, and for preparing this report.

The values presented are gross values and do not reflect the net income or loss to producers. Commodity values are influenced by production costs and do not represent profit. Expenditures associated with factors such as exotic insects, fuel, fertilizer, feed, land, pesticides, and regulatory compliance influence production costs.

The total gross production value of Santa Cruz County agricultural commodities for 2011 was \$565,740,000. This is an increase of \$33,214,000 from the 2010 production value of \$532,526,000. Gross production values and yields are influenced by many factors including weather, labor, market demand and accessibility. Most of the increase in gross production value is due to increased acreage and production of raspberries, the county's second highest value crop. Gross production values for strawberries remained flat, largely due to rains during peak production season. It was a difficult year for wine grape growers; the production was down due to the cold, wet spring that brought rain during the grapevine bloom period.

The highest valued crop in Santa Cruz County remains strawberries. Raspberries, the second highest valued crop commanded high prices.

Overall production values remain high because of exceptionally fertile soil, a climate that allows for year around production and consumer demand for high value crops. New and innovative production techniques continue to be employed and lead to increased yield and a prolonged growing season. Many value-added or organically produced commodities are grown in this region.

Respectfully submitted,

Mary Lou Nicoletti
Agricultural Commissioner

**Santa Cruz County
Agricultural Commissioner,
Sealer of Weights & Measures,
Director of Mosquito and Vector Control**

STAFF

**Agricultural Commissioner, Sealer of Weights & Measures, Director of
Mosquito and Vector Control**
Mary Lou Nicoletti

**Deputy Agricultural
Commissioner**
*Pamela Cassar
Lisa LeCoup*

**Assistant Vector Control
Manager**
Paul Binding

Agricultural, Weights & Measures Inspector
*Tony Dennis
Shane DeVine
David George
Shawn Fields
Hilda Haro*

*Juan Hidalgo
Bridget Higgins
Renee Inlow
John Kovarik
Benito Mendoza II
Jason Perez*

Agricultural Biologist Aide

*Eric Berris
Don Harris
Russell Lerner*

*Vanessa Lane
Raymond Schmidt
Jordan Rinker
Michelle Rourke*

Vector Control Specialist

*Melanie Benedetti
Steve Driscoll
Andrea Hernandez*

*Jacob Jones
Nader Sidhom
Ray Travers*

**Agricultural Commissioner, Sealer of Weights and Measures
Administrative Support Staff**
*Robert Fernando, Sr. Account Technician
Rosemary Velez, Receptionist*

Vector Control Administrative Support Staff
Lori Filiau, Senior Account Clerk

SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2011	3,883	25.80	100,181	\$1,979	\$198,259,000
	2010	3,317	38.99	129,330	\$1,525	\$197,228,000
RASPBERRIES	2011	2,618	9.26	24,243	\$5,462	\$132,414,000
	2010	2,033	8.53	17,341	\$5,287	\$91,684,000
BLACKBERRIES	2011	817	6.95	5,678	\$5,183	\$29,429,000
	2010	763	7.48	5,707	\$6,001	\$34,249,000
MISC. BERRIES*	2011	80	4.25	340	\$8,984	\$3,055,000
	2010	89	3.83	341	\$4,222	\$1,439,000
TOTAL BERRIES	2011	7,398				\$363,157,000
	2010	6,202				\$324,600,000
APPLES, FRESH AND PROCESSED	2011	2,139	22.90	48,983	\$260	\$12,736,000
	2010	2,211	22.01	48,664	\$274	\$13,334,000
WINE GRAPES	2011	644	1.04	670	\$2,400	\$1,607,000
	2010	607	2.23	1,354	\$2,265	\$3,066,000
MISC. TREE AND VINE FRUIT**	2011	336				\$336,000
	2010	298				\$298,000
TOTAL APPLE, WINE AND MISC. FRUIT**	2011	3,119				\$14,679,000
	2010	3,116				\$16,698,000

*Miscellaneous Berries includes boysenberry, blueberries, currants, and ollalieberries

** Miscellaneous tree and vine fruit includes apricots, avocados, figs, kiwifruit, lemons, olives, peaches, pears, plums, persimmons, pomegranates, prunes and walnuts.

SANTA CRUZ COUNTY

VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2011	1,036	10.64	11,023	\$898	\$9,899,000
	2010	993	10.05	9,980	\$754	\$7,525,000
LETTUCE, HEAD	2011	1,330	22.23	29,566	\$218	\$6,445,000
	2010	1,306	21.17	27,648	\$253	\$6,995,000
LETTUCE, LEAF	2011	1,568	13.69	21,466	\$314	\$6,740,000
	2010	1,688	15.42	26,029	\$341	\$8,876,000
MISC. VEGETABLES*	2011	3,322				\$32,717,000
	2010	3,955				\$38,424,000
TOTAL VEGETABLES	2011	7,256				\$55,801,000
	2010	7,942				\$61,820,000

*Miscellaneous Vegetables includes artichokes, beans, beets, broccoli, cabbage, cauliflower, celery, chicory, collards, cucumbers, herbs, kale, leeks, mushrooms, mustard, peas, pumpkins, radicchio, spinach, squash, vegetable seed, and other vegetables.

SANTA CRUZ COUNTY

NURSERY CROPS

CROP	YEAR ACRES		TOTAL VALUE
INDOOR CUT FLOWERS	2011	147	\$34,398,000
	2010	160	\$37,432,000
FIELD GROWN FLOWERS	2011	333	\$33,000,000
	2010	331	\$34,889,000
INDOOR POTTED PLANTS	2011	51	\$4,200,000
	2010	41	\$3,446,000
LANDSCAPE PLANTS	2011	289	\$24,000,000
	2010	289	\$25,906,000
OTHER PLANTS*	2011	486	\$27,000,000
	2010	302	\$17,113,000
TOTAL NURSERY	2011	1,306	\$122,598,000
	2010	1,123	\$118,786,000

*other plants include farm stock and Christmas trees.

SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS	2011	\$6,570,000
	2010	\$5,756,000

*miscellaneous livestock and products includes cattle, sheep, goats, llamas, ostriches, chickens, honey, milk and eggs.

TIMBER AND FIELD CROPS

CROP	YEAR		TOTAL VALUE	
TIMBER	2011	7,731	million board feet	\$2,845,000
	2010	13,359	million board feet	\$4,776,000
WILD HAY	2011	50	acres	\$8,000
	2010	54	acres	\$8,000
PASTURE	2011	5,195	acres	\$82,000
	2010	5,191	acres	\$82,000
TOTAL TIMBER AND FIELD CROPS	2011			\$2,935,000
	2010			\$4,866,000
TOTAL VALUE	2011			\$565,740,000
	2010			\$532,526,000

SANTA CRUZ COUNTY

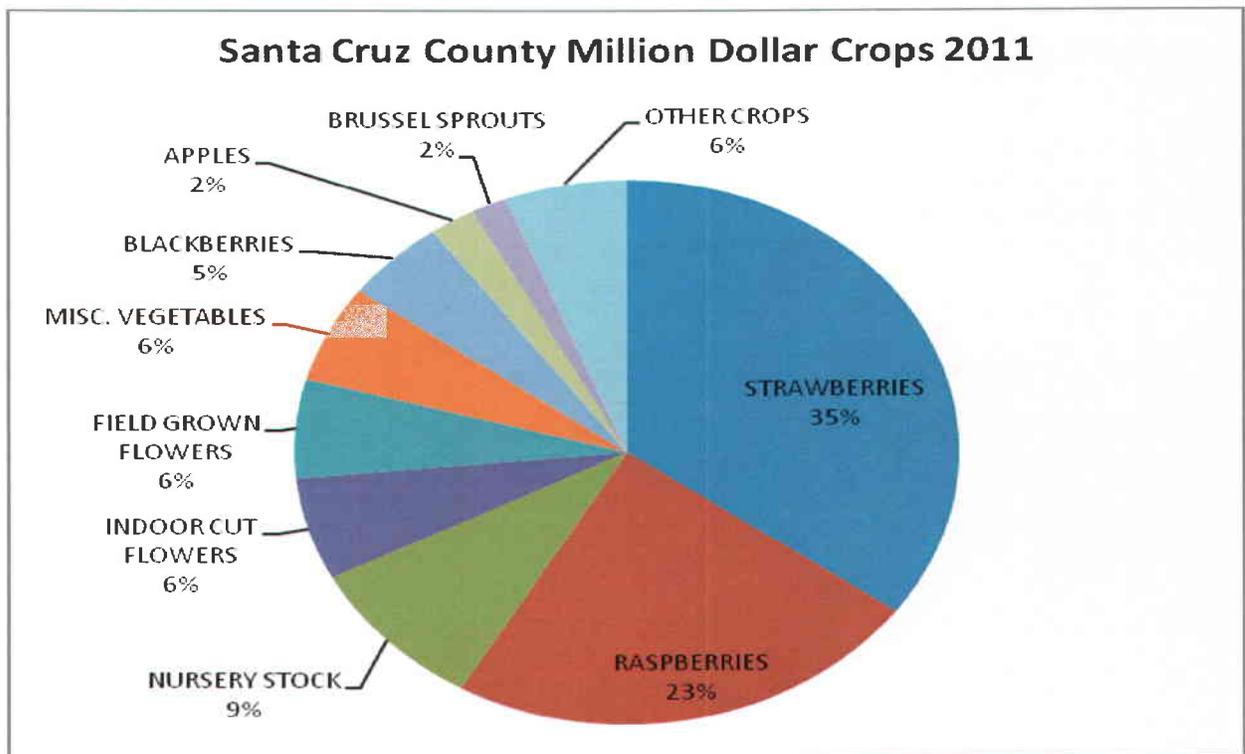
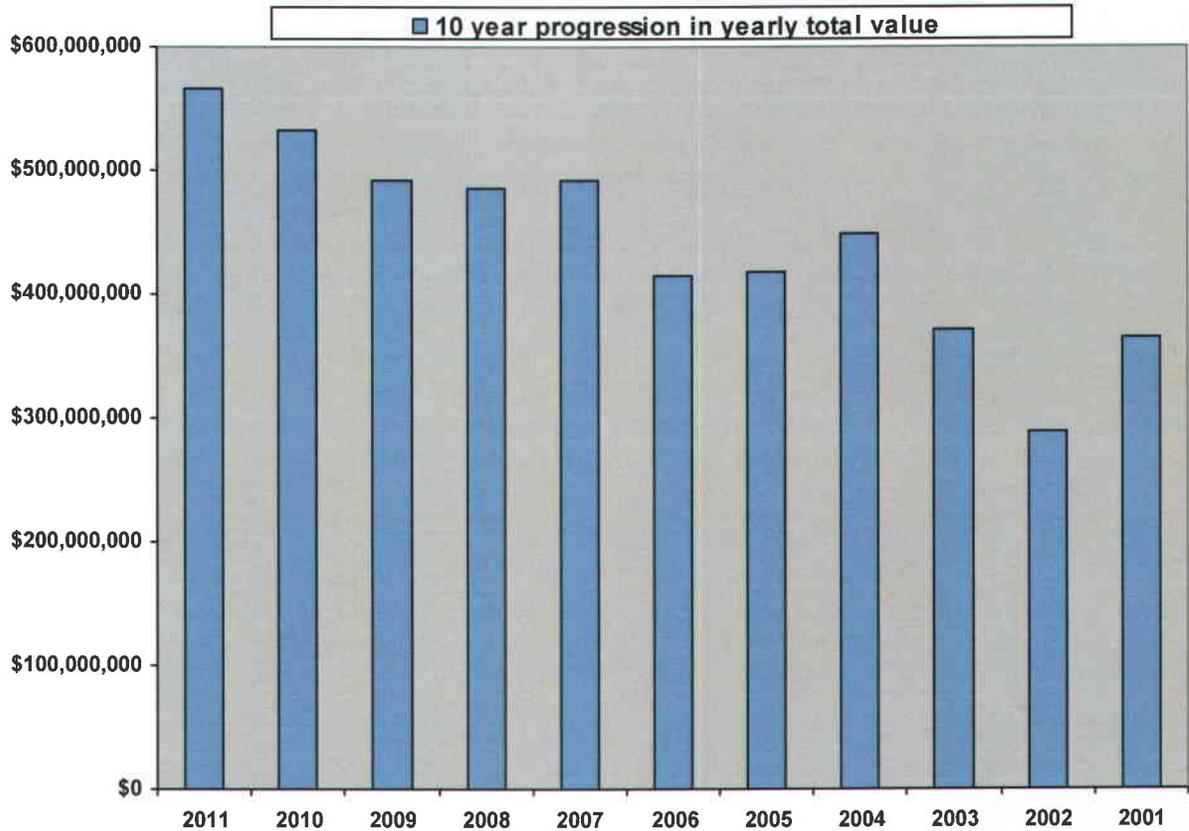
MILLION DOLLAR CROPS

STRAWBERRIES	\$198,259,000
RASPBERRIES	\$132,414,000
INDOOR CUT FLOWERS	\$34,398,000
FIELD GROWN FLOWERS	\$33,000,000
MISC. VEGETABLES	\$32,717,000
BLACKBERRIES	\$29,429,000
OTHER PLANTS	\$27,000,000
LANDSCAPE PLANTS	\$24,000,000
APPLES	\$12,736,000
BRUSSEL SPROUTS	\$9,899,000
LETTUCE, LEAF	\$6,740,000
LIVESTOCK	\$6,570,000
LETTUCE, HEAD	\$6,445,000
INDOOR POTTED PLANTS	\$4,200,000
MISC. BERRIES	\$3,055,000
TIMBER	\$2,845,000
WINE GRAPES	\$1,607,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$363,157,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$14,679,000
VEGETABLES	\$55,801,000
NURSERY CROPS	\$122,598,000
LIVESTOCK AND ANIMAL PRODUCTS	\$6,570,000
TIMBER AND FIELD CROPS	\$2,935,000
TOTAL VALUE	\$565,740,000



SANTA CRUZ COUNTY

PEST EXCLUSION

Interceptions

SCALES

Parlatoria pergandii (Chaff scale)	B-rated	16
Lepidosaphes beckii (Purple scale)	B-rated	17
Unaspis citir (Citrus snow scale)	A-rated	1
Pseudaulacaspis cockerelli (False oleander scale)	A-rated	1
Abgrallaspis ithacae (Hemlock scale)	Q-rated	7
Diaspididae (Armored Scale)	Q-rated	1

MEALYBUG

Pseudococcidae	Q-rated	2
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THRIP

Phlaeothripidae	Q-rated	1
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DEFINITIONS- RATINGS

"A"

A pest of known economic or environmental detriment and is either not known to be established in California or it is present in a limited distribution that allows for the possibility of eradication or successful containment. A-rated pests are prohibited from entering the state because, by virtue of their rating, they have been placed on the of Plant Health and Pest Prevention Services Director's list of organisms "detrimental to agriculture" in accordance with the FAC Sections 5261 and 6461.

"B"

A pest of known economic or environmental detriment and, if present in California, it is of limited distribution. B-rated pests are eligible to enter the state if the receiving county has agreed to accept them.

"C"

A pest of known economic or environmental detriment and, if present in California, it is usually widespread. C-rated organisms are eligible to enter the state as long as the commodities with which they are associated conform to pest cleanliness standards when found in nursery stock shipments.

"Q"

An organism or disorder suspected to be of economic or environmental detriment, but whose status is uncertain because of incomplete identification or inadequate information.

SANTA CRUZ COUNTY

Quarantine Rejections

Markings- Intrastate.....	13
Markings - Interstate.....	54
Imported Fire Ant.....	10
Citrus Canker.....	9
Japanese Beetle.....	9
Reasonable Cause.....	33
Burrowing Nematode.....	12
Peach Yellows, Little Peach and Red Suture.....	3
Glassy-winged Sharpshooter.....	3
Plum Curculio.....	9
Cherry Fruit Fly.....	1
Cereal Leaf Beetle.....	2
Hydrilla.....	2
Persimmon Root Borer.....	1
Ozonium Root Rot.....	1
Terminal Inspection Act.....	1
Hawaiian Territorial.....	1
Live Pests.....	36
Total Number of Rejections.....	200
(Post Office = 49)	
(UPS = 120)	
(Fed Ex = 31)	

SANTA CRUZ COUNTY

DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
European Grape Vine Moth		
Detection traps	65	1 captured
Delimitation Traps	475	
Medfly	171	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	188	None captured
Oriental Fruit Fly	75	None captured
Melon Fly	44	None captured
Gypsy Moth	243	None captured
Japanese Beetle	125	None captured
Glassy-Winged Sharpshooter	293 urban 32 nursery	None captured
Nantucket Pine Tree Moth	5	None captured
European Pine Shoot Moth	5	None captured
Khapra Beetle	20	None captured
Light Brown Apple Moth (All regulatory traps)	149	12,755 captured

Inspections

Glassy Wing Sharpshooter inspections (inspection of incoming plant shipments from GWSS infested areas)	762	None captured
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ORGANIC FARMING

There are more than 90 organic growers in Santa Cruz County with over 3500 acres in organic crops with an estimated value at over \$27,000,000.

AGRICULTURAL COMMISSIONER
SANTA CRUZ COUNTY
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WATSONVILLE, CA 95076